Amendments to the Claims

Please amend claims 1, 11, 17, 19, 22-23, 26-28, 31-33, and 38-41 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

1.   (Currently Amended) A computer system for enhancing a content object, comprising:

a storage ~~memory~~;

a browser to download a web resource from a host server to a client computer and be stored in the storage ~~memory~~, wherein an enhancement mechanism is downloaded with the ~~network~~ web resource, wherein the enhancement mechanism includes:

a request/load module for requesting and loading [[a]]an advertisement content object from a content server to the client computer, wherein the advertisement content object is selected from [[the]]a group consisting of an image and a banner ad;

an enhancement module for altering an output format of the advertisement content object in real time after being loaded by the request/load module, wherein the enhancement module rearranges image data of the advertisement content object and operates on advertisement content objects having any of a plurality of formats; and

an application programming interface (API) through which the advertisement content object passes before access by the enhancement module; and

        wherein the <u>advertisement</u> content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require ~~customization~~ prior adjustment or preparation.

2.   (Previously Presented) The system of claim 1, wherein the web resource is a web page.

3.   (Canceled)

4.   (Previously Presented) The system of claim 1, wherein the banner-ad comprises a banner ad in an industry standard format.

5.   (Canceled)

6.   (Original) The system of claim 2, wherein the enhancement mechanism comprises a plug-in embedded in the web page.

7.   (Original) The system of claim 6, wherein the plug-in comprises an applet.

8.   (Original) The system of claim 1, wherein the content server is an ad server.

9.   (Original) The system of claim 8, wherein the ad server is a third party server.

10.   (Original) The system of claim 8, wherein the host server acts as the ad server.

11.   (Currently Amended) The system of claim 1, wherein the enhancement module converts the <u>advertisement</u> content object into a game.

12.   (Previously Presented) The system of claim 1, wherein the enhancement module converts the banner ad into a game.

13.   (Previously Presented) The system of claim 12, wherein the game overlays the banner ad.

14.   (Previously Presented) The system of claim 12, wherein the game partitions the banner ad into a plurality of smaller images that can be relocated by an end user.

15.   (Previously Presented) The system of claim 12, wherein the game resides in an area outside of the banner ad.

16.   (Currently Amended) The system of claim 1, wherein the enhancement module instructs the host server to retrieve the advertisement content object.

17.   (Currently Amended) The system of claim 1, further comprising:
        a proxy system that obtains the advertisement content object from the content server on behalf of the client computer.

18.   (Previously Presented) The system of claim 2, wherein an enhanced content object is created by replacing an embedded ad with an embedded enhancement module.

19.   (Currently Amended) The system of claim 1, wherein the enhancement module alters the output format of the advertisement content object by providing an informing enhancement that requests a user action.

20. – 21. (Canceled)

22.   (Currently Amended) A method for enhancing content, the method comprising:

loading [[a]]an advertisement content object for viewing by a user in one of a plurality of formats that do not require ~~customization~~ prior adjustment or preparation, wherein the advertisement content object comprises data stored in a predefined format selected from [[the]]a group consisting of a banner ad and an image;

selecting at least one of a plurality of enhancement modules available based on at least a demographic of the user;

enhancing the advertisement content object with the at least one of [[a]]the plurality of enhancement modules, wherein each of the plurality of enhancement ~~module~~ modules causes a different visual alteration of the loaded advertisement content object in real time; and

converting through an application programming interface the data from the predefined format of the advertisement content object to a format compatible with the at least one enhancement module.

23.   (Currently Amended) The method of claim 22, wherein the at least one enhancement module converts the advertisement content object into a game.

24.   (Previously Presented) The method of claim 22, wherein at least one of the enhancement modules comprises an information enhancement.

25.   (Canceled)

26.   (Currently Amended) The method of claim 22, wherein the loading, the enhancing, and the converting of the predefined data of the advertisement content object is executed within a web page of a web browser.

27.   (Currently Amended) The ~~enhancement mechanism~~ method of claim 22, wherein the loading the advertisement content object and the at least one enhancement module are implemented by Java applets.

28.   (Currently Amended) A machine ~~computer readable medium~~ recordable media including program code that causes a machine ~~computer~~ to perform the operations of:

selecting an enhancement module from a plurality of enhancement modules based on at least a demographic;

installing an enhancement mechanism into a requested web page that is to be downloaded to a client, wherein the enhancement mechanism includes the selected enhancement module;

through a proxy system, retrieving [[a]]an advertisement content object on behalf of the client and causing the advertisement content object to be passed to the client for viewing, wherein the advertisement content object is selected from [[the]]a group consisting of [[an]]a banner ad and an image; and

wherein each of the plurality of enhancement modules causes a different visual alteration of the passed advertisement content object to, in real time, convert the advertisement content object into a scrambled version of the advertisement content object to create an interactive game for a viewing user.

29. - 30. (Canceled)

31.   (Currently Amended) The machine ~~computer readable medium~~ recordable media of claim 28, wherein at least one of the plurality of enhancement modules appends an information enhancement to the advertisement content object.

32.   (Currently Amended) The machine ~~computer readable medium~~ recordable media of claim 28, wherein the proxy system causes an address of the advertisement content object to be modified to point to an address of a host server.

33.   (Currently Amended) A method of enhancing content, comprising the steps of:

requesting a web resource comprising a web page;

retrieving and processing the web resource, wherein the resource includes an enhancement mechanism; and

processing the enhancement mechanism, including the steps of:

retrieving [[a]]an advertisement content object selected from [[the]]a group consisting of a banner ad and an image;

transferring data from the advertisement content object to an enhancement module that displays the content object to a user of the web resource; and

executing the enhancement module in real time such that image data from the advertisement content object is rearranged to convert the content object into a game;

wherein the advertisement content object is loaded into the enhancement mechanism in one of a plurality of formats that do not require customization prior adjustment or preparation.

34. - 37. (Canceled)

38.   (Currently Amended) The method of claim 33, wherein the enhancement module comprises an informing enhancement that appends a message to the advertisement content object that requests an action from an end user.

39.   (Currently Amended) The method of claim 38, wherein the message is overlaid on top of the advertisement content object.

40.   (Currently Amended) The method of claim 38, wherein the message is appended outside of the advertisement content object.

41.   (Currently Amended) The method of claim 38, wherein the message is displayed intermittently with the <u>advertisement</u> content object.